

<http://theinspirationroom.com/daily/2010/nike-boom-sports/>

EXHIBIT
11

Nike Boom Sports

Posted on September 28, 2010 by Duncan

Nike is running a new multi-sport brand campaign around the theme "Boom". The Nike BOOM iPhone app syncs music to training workouts, with motivational support from elite athletes and coaches. The TV advertising campaign features Adrian Peterson, Robinson Cano, Serena Williams, Manny Pacquiao, Bo Jackson and Nick Saban.

Nick Saban shows up for the big hit with Hope Solo and Robinson Cano. Click on the image below to play the High School Football video in YouTube (HD)

Nike Commercial - Boom (Nick Saban) - YouTube

www.youtube.com/watch?v=osxe85uUuCo Sep 26, 2010 - 18 sec - Nike High School football commercial entitled "Boom" that features Alabama head coach Nick Saban"

Credits

The Boom campaign was developed at Wieden+Kennedy, Portland by creative directors Ryan O'Rourke and Alberto Ponte, copywriter Karl Lieberman, art director James Moslander, producer Jen Dennis, account team Ryan Johnson, Rob Archibald, Jason White and Courtney Nelson, executive creative directors Mark Fitzloff and Susan Hoffman, agency executive producer Ben Grylewicz.

Filming was shot by director Brian Beletic via Smuggler with executive producer Lisa Rich, line producers Leanne Amos, Paula Cohen and Cory Berg, directors of photography Linus Sandgren and Igor Jadu Lillo.

Editors were Angus Wall and David Brodie at Rock Paper Scissors with post producer Mike Goble, post executive producers Linda Carlson and Cassie Hulen.

VFX were produced at The Mill, New York, by VFX supervisors Aaron Grove, Kathy Siegal, Arielle Davis, Flame artist Giles Cheetham, VFX producer Lee Pavey.

Sound and music were produced by Squeak E. Clean, with composer Brent Nichols, sound designer Brian Emrich at Trinitite Studios and executive producer Zack Sinick. Sound was mixed at Eleven Sound by Jeff Payne with executive producer DJ Fox-Engstrom.

Advertisement

EXHIBIT 12

Get Your **789** **FREE 2012 Credit Score NOW**

CLICK HERE!

TransUnion

HOME JOBS EVENTS & APPEARANCES TALENT GALLERY

SUBSCRIBE TO MAGAZINE NEWSLETTER

ADWEEK



**Data Points:
Big Screen**
In spite of online streaming, we're still going to the movies



**This Cereal's
for You**
How a pop star got Kellogg to make product just for him



**Toasting the
Mayans**
End of the work week nearing? Make y drink a Shock T

Search

ADFREAK

MEDIA, ADVERTISING, POP CULTURE & EVERYTHING IN BETWEEN

Nike goes 'Boom!' in new Wieden campaign

By David Kiefaber

September 29 2010 Advertising & Branding

Like



AdFreak on Facebook

Like 23,889

0

Recommend on Google

Follow @adfreak · 60.5K followers

Topics:

Kiefaber, Nike, Wieden

30 Freakiest Ads of 20